# WNCTS

3221 S. Evans St. (252) 355-8542 Greenville, NC 27834 252-355-8500 LACTE BAN MOBILE

And:

Chicago, IL 60610

Suite 600

AL Media

222 West Ontario

WNCT

WNCTacom Greenville, NC 27834

## CONTRACT

Deborah Ross Product 10/03/16 - 10/16/16 Contract Dates 5294 Estimate # 951832 25324940 Alt Order #

POL/DSCC Deborah Ross

Advertiser

Original Date / Revision

10/07/16

/ 10/17/16

Agency Ref WNCT EOM/EOC Agy Code Special Handling Adults 35+ -торелту <u>Jemographic</u> illing Cycle Broadcast Katz Chicago Billing Calendar Advertiser Code Account Executive Advertiser Ref Cash Katz/Chicago Product 1/2 Cash/Trade Sales Office

	,			į		Rate	Spots/Week	Start Date End Date Weekdays	End Date	Start Date	
\$305.00	_	MN		:30		8p-9p		16 Crimetime	/16 10/15/	31 WNCT 10/03/16 10/15/16 Crimetime	
								5376	moved to 25332208/955376	moved to :	Ì
										Credited	
			\$200,00	30:E	ES	1230p-330p	)all	2 WNCT 10/03/16-10/09/16 ACC Football	3/03/16-10/0S	2 WNCT 10	
		te Type	Rate	<u>Length</u>	Weekdays	Start/End Time		Description	Date Range	Spot Ch Da	
						<u>Rate</u> \$200.00	Spots/Week 3	Weekdays	Start Date	Start Date End Date Week: 10/03/16 10/09/16	<
\$400.00	2	MN		:30		1230p-330p	all	16 ACC Footb	/16 10/09/	E 30 WNCT 10/03/16 10/09/16 ACC Football	т
						<u>Rate</u> \$125.00	Spots/Week	Start Date	End Date 10/09/16	Start Date Week: 10/03/16	 
\$125.00	_	Z		:30		8a-10a	forning Sa	16 CBS This N	/16 10/09/	29 WNCT 10/03/16 10/09/16 CBS This Morning Sa	
						<u>Rate</u> \$50,00	Spots/Week	Weekdays	End Date 10/09/16	<u>Start Date</u> <u>End Date</u> Week: 10/03/16 10/09/16	_
\$50.00	_	MN		:30		6a-7a	Sa 6a-7a	16 Local News	/16 10/09/	28 WNCT 10/03/16 10/09/16 Local News Sa 6a-7a	ı
Amount	Type Spots	Rate Rtn Type		Spots/ Length Week	Days L	Start/End Time	ח	)ate Descriptio	Date End D	*Line Ch Start Date End Date Description	<u>*</u>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

3221 S. Evans St. Greenville. NC 27834 252-355-8500 WNCT Side MANON NO BENTALE

WNCTacom Greenville, NC 27834 (252) 355-8542 3221 South Evans Street WNCT

	Contract / Revision 951832 / 3	Alt Order # 25324940
Contract Dates	Product Product	Estimate #
10/03/16 - 10/16/16	Deborah Ross	5294
Advertiser	Origi	Original Date / Revision
POL/DSCC Deborah Ross		10/07/16 / 10/17/16

					\$200.00	<u>→</u>	SS	made good w/o 10/10 Week: 10/10/16 10/16/16
		Type NM	<u>Rate</u> \$200.00	Weekdays <u>Length</u>	nd Time	2 \$200 Start/E 12p-1p	Description  NFL Today	
\$400.00	N	Z		:30	1p Rate	12 <u>r</u> <u>Week</u>	16 NFL Today Weekdays	35 WNCT 10/03/16 10/16/16 Start Date End Date
					\$200.00	<u>→</u>	S	Credited made good w/o 10/10 Week: 10/10/16 10/16/16
		Type NM	<u>Rate</u> \$200.00	<u>days Length</u>	Start/End Time Weekdays 9a-1030a		<u>Description</u> 9/16 CBS Sunday Morning	<u>Spot Ch</u> <u>Date Range</u> 2 WNCT 10/03/16-10/09/16
\$400.00	2	Z S		:30	-1030a Rate \$200.00	9a- Veek	16 CBS Sunday Weekdays	34 WNCT 10/03/16 10/16/16  Start Date End Date Week: 10/03/16 10/09/16
\$200.00	_	Z S		:30	11p-1135p <u>Rate</u> \$200.00	Spots/Week \$	16 LN Sa Weekdays S-	33 WNCT 10/03/16 10/09/16  Start Date End Date Week: 10/03/16 10/09/16
					\$305.00	<b>→</b>	S-	Credited made good w/o 10/10 Week: 10/10/16 10/16/16
		Type NM	<u>Rate</u> \$305.00	<u>Veekdays</u> <u>Length</u> Sa :30	<u>nd Time</u> ⊻ -	<u>Start/E</u> 9 <i>p-10p</i>	<u>Description</u> 9/16 Crimetime	<b>⊘</b>   <u>u</u>
\$305.00	_	Z		:30	-10p <u>Rate</u> \$305.00	9p-10p <u>Spots/Week</u> 9p-30p	Crimetime <u>Weekdays</u> S-	32 WNCT 10/03/16 10/15/16  Start Date End Date Week: 10/03/16 10/09/16
					\$305.00	<b>-</b> >	t t t S t	Credited made good w/o 10/10 Week: 10/10/16 10/16/16
		Type NM	<u>Rate</u> \$306.00	Weekdays Length	nd Time	Start/E 8p-9p	Description  Orimetime	<u>Spot Ch Date Range</u> 1 WNCT 10/03/16-10/09/16
					<u>Rate</u> \$305,00	Spots/Week 1 \$	Weekdays	Start Date End Date Week: 10/03/16 10/09/16
Amount	Spots	n TypeSpots	Rate Rtn	Spots/ s Length Week	/End Days	Start/End Time	Date Description	*Line Ch Start Date End Date Description

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WNCT Side 3221 S. Evans St. Greenville, NC.27834 252-355-8500 WINDSWED

WNCTcom Greenville, NC 27834 (252) 355-8542 3221 South Evans Street WNCT

	Contract / Revision	Alt Order #
	951832 / 3	25324940
Contract Dates	Product	Estimate #
10/03/16 - 10/16/16	Deborah Ross	5294
Advertiser	Oric	Original Date / Revision
POL/DSCC Deborah Ross		10/07/16 / 10/17/16

\$1,500.00	_	NM	:30	9p-10p	Hawaii 5-0	46 WNCT 10/14/16 10/14/16
\$1,025.00	<u> </u>	NM	:30	8p-9p <u>Rate</u> \$1,025.00	6 McGyver Weekdays Spots/Week	45 WNCT 10/14/16 10/14/16  Start Date End Date M Week: 10/10/16 10/16/16 -
\$200.00	_	NM.	:30	4p-5p <u>Rate</u> \$200.00	Weekdays Spots/Week	44 WNCT 10/14/16 10/14/16  Start Date End Date M Week: 10/10/16 10/16/16 -
\$350.00	dina	NM	:30	1230p-130p <u>Rate</u> \$350.00	Y&R Weekdays Spots/Week	43 WNCT 10/14/16 10/14/16  Start Date End Date M Week: 10/10/16 10/16/16 -
\$2,500.00	2	NM	:30	825p-1115p <u>Rate</u> \$1,250.00	Thursday Night Football Weekdays Spots/Week 2	42 WNCT 10/13/16 10/13/16  Start Date End Date W Week: 10/10/16 10/16/16
\$150.00	ــ	MN	:30	10a-11a <u>Rate</u> \$150.00	Weekdays Spots/Week	41 WNCT 10/13/16 10/13/16  Start Date End Date W Week: 10/10/16 10/16/16 ~
\$1,500.00	_	NM	:30	10p-11p <u>Rate</u> \$1,500.00	6 Code Black Weekdays Spots/Week	40 WNCT 10/12/16 10/12/16  Start Date End Date W Week: 10/10/16 10/16/16 -
\$600.00	_	ZM	:30	630p-7p <u>Rate</u> \$600.00	6 CBS Evening News Weekdays Spots/Week	39 WNCT 10/12/16 10/12/16  Start Date End Date M Week: 10/10/16 10/16/16 -
\$175.00	_	NM	:30	7a-9a <u>Rate</u> \$175.00	Weekdays Spots/Week	38 WNCT 10/12/16 10/12/16  Start Date End Date W Week: 10/10/16 10/16/16 -
\$200.00	_	NM	:30	11p-1135p <u>Rate</u> \$200.00	6 LN Su Weekdays Spots/Week	37 WNCT 10/03/16 10/09/16  Start Date End Date M Week: 10/03/16 10/09/16 -
\$4,200.00	ω	NM	:30	430-730p <u>Rate</u> \$1,400.00	te Gar	3/16 10/09/16 <u>End Date W</u> 10/09/16 -
				Rate	Weekdays Spots/Week	Start Date End Date W
Amount	Spots	Rate Rtn TypeSpots	Spots/ Length Week	Start/End Time Days	Description	*Line Ch Start Date End Date Description

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3221 S. Evans St. Greenville, NC 27834 262-355-8500 WNC Tecom Greenville, NC 27834 (252) 355-8542 WNCT 3221 South Evans Street

Original Date / Revision 10/07/16 / 10/17/16	Ι <u>Ο</u>	Advertiser POL/DSCC Deborah Ross
5294	Deborah Ross	10/03/16 - 10/16/16
Estimate #	Product	Contract Dates
25324940	951832 / 3	
Alt Order #	Contract / Revision	

POL/DSCC Deborah Ross

*Line Ch Start Date End Date Description	te End Date De	escription	Start/End Time	Days	Spots/ Days Length Week	Rate Rtn TypeSpots	Type Spots	Amount
<u>Start Date</u> <u>E</u> Week: 10/10/16 1	End Date Weekday 10/16/16F	Weekdays Spots/Week	<u>ek</u> <u>Rate</u> \$1,500.00					
				Totals	0.00		25	25 \$14,585.00
Time Period	# of Spots	# of Spots Gross Amount Agency Comm	Agency Comm.	Net Amount	ount			
09/26/16 -10/16/16	25	\$14,585.00	(\$7 187 75)	\$12,397.25	7 25			
Totals	25	\$14 585 00	(\$2,107.70)		i			

Signature:

Date:

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(ATZ TELEVISION

125 West 55th St New York, NY 10019

REV- 20 | 12:30p-3:30p

ACC Football

# Day/Time

Program

Agency: AL MEDIA 222 W. ONTARIO ST SUITE 600 CHICAGO, IL 60610

Contract # 25324940 CPE: //5294

Agency Order #: Product: Deborah Ross

Changes as of: 10/17/2016 at 2:44 PM Flight: 10/3/16 - 10/16/16 Advertiser: DSCC / Deborah Ross

Buyer: BARB OBRZUT Salesperson: DAN BARKER 312-755-3936

Primary Demo: Adults 35+

Version: Highlighting Revision 3 Station: WNCT Market: Greenville/New Bern/Wash

Total Spots: 25

Total \$: \$14,585.00

Total CPP: \$0.00 Total GRP:

Con Type: POLITICAL/VOTE Office: CHICAGO

Assistant: MIKKIE BASELICE 312-755-3854

Traffic #: 951832 Separation:

Comments: removing NA spots and creating new order based off of Jennifer's makegood.

\$200.00

Rate Rating

Len 10/3 10/10

10/3 - 10/10

Spots Total

CPP

GRP

Total 49

25 \$14,585.00

\$0.00 \$0.00

0.0

\$400.00

Moved \$300 to order 25332008 955376



S GROUP

Contract # 25324940 Agency: AL MEDIA CPE: //5294 Changes as of: 10/17/2016 at 2:44 PM Flight: 10/3/16 - 10/16/16

Advertiser: DSCC / Deborah Ross

Product: Deborah Ross

Agency Order #: Buyer: BARB OBRZUT

CHICAGO, IL 60610 SUITE 600 222 W. ONTARIO ST

Version: Highlighting Revision 3 Station: WNCT

Total \$: \$14,585.00

Primary Demo: Adults 35+ Market: Greenville/New Bern/Wash Office: CHICAGO

Con Type: POLITICAL/VOTE

Total Spots: 25 Total GRP: Total CPP: \$0.00 Traffic #: 951832

Assistant: MIKKIE BASELICE 312-755-3854 Separation:

Salesperson: DAN BARKER 312-755-3936

Order Level Comments

Special Instructions

125 West 55th St New York, NY 10019

Date/Time

10/17/16 2:44 PM

10/11/16 10:28 AM 10/12/16 4:25 PM 10/05/16 12:14 PM

	Added by	Comment
_	CHAISE WOOLSEY	removing NA spots and creating new order based off of Jennifer's makegood.
_	CHAISE WOOLSEY	Revision moving NA spots from w/o 10/3 to w/o 10/10. Please confirm, thanksChaise for Dan
≤	CHAISE WOOLSEY	Revision per Miranda and Amy (GSM) Please confirm ASAPI - Dan
≤	M   CHAISE WOOLSEY	New political order for Deborah Ross to begin 10/6 through 10/9. Please confirm, thanks Dan

WFXI: 17%	WCTI: 16%	Comment:	WNCT Share: 29%	Narket Budget: \$50,293	
17%	16%		29%	\$50,293	Competitive Information
	ſ				
		_		Da)	

WITN: 38%

0.0	N/A	\$14,565,00	C7	0,001	I OLGI
0	NI/A	00 303 VV	25	1000/	Tatal
0.0	N/A	\$14,585.00	25	100%	
GRP	CPP	Dollars	Spots	% Distrib	Day/Time
		Daypart Summary	Daypar		

\$14,585.00	25	Total
\$14,585.00	25	2016-Oct
Dollars	Spots	Month
nary	Monthly Summary	-

	\$14,785.00	\$14,785.00		45	Confirmed	10/5/16 12:14 PM CHAISE WOOLSEY	10/5/16 12:14 PI	New
	\$0.	\$6				<u> </u>	10/7/16 9:25 AM	Queued for Electronic Contracting
	\$0	\$0				M	10/7/16 11:27 AM	Queued for Electronic Contracting
Changes: Flight End from 10/9/16 to 10/16/16, Total Spots from 45 to 26, Comments from New political order for Deborah Ross to begin 10/6 through 10/9. Please confirm, thanks Dan to Revision per Miranda and Amy (GSM) Please confirm ASAP! - Dan. 36 \$14,785.00 buylines added or modified.	\$14,785.00	\$0	19		Confirmed	10/11/16 10:28 AM CHAISE WOOLSEY	10/11/16 10:28 A	Revision
Changes: Comments from Revision per Miranda and Arny (GSM) Please confirm ASAP! - Dan to Revision moving NA spots from w/o 10/3 to w/o 10/10. Please confirm, \$14,785.00 thanksChaise for Dan. 4 buylines added or modified.	\$14,785.00	\$0			Confirmed	10/12/16 4:25 PM CHAISE WOOLSEY	10/12/16 4:25 PI	Revision
Changes: Comments from Revision moving NA spots from w/o 10/3 to w/o 10/10. Please confirm, thanks, -Chaise for Dan to removing NA spots and creating new order based off of Jennifer's makegood., Total Spots from 26 to 25, Calculated Dollars from \$14,785.00 to \$14,585.00, Competitive Market Budget from \$50,983 to \$50,293, User Entered \$ from \$14,785.00 to \$14,585.00, Total \$ from \$14,785.00 to \$14,585.00. 1	\$14,585.00	\$-200.00			Revised	10/17/16 2:44 PM   CHAISE WOOLSEY	10/17/16 2:44 PI	Revision
t \$ Comment	Contract \$	\$ Chg	Spot-	Spot+	Status	d Created by	Created/Received Created by	Trans
		Transaction History	Trans					

Non-Discrimination PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS'
POlicy POLICY ON THE DATE OF THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER,
KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR
Page 2 of 3



SIN TELESSON

125 West 55th St New York, NY 10019

Contract # 25324940 CPE: //5294 Agency: AL MEDIA 222 W. ONTARIO ST SUITE 600

CHICAGO, IL 60610

Buyer: BARB OBRZUT Salesperson: DAN BARKER 312-755-3936

Flight: 10/3/16 - 10/16/16

Product: Deborah Ross Agency Order #: Advertiser: DSCC / Deborah Ross

Changes as of: 10/17/2016 at 2:44 PM

Station: WNCT

Primary Demo: Adults 35+ Office: CHICAGO

Con Type: POLITICAL/VOTE
Assistant: MIKKIE BASELICE
312-755-3854

Market: Greenville/New Bern/Wash

Version: Highlighting Revision 3

Total \$: \$14,585.00 Total Spots: 25

Total CPP: \$0.00
Total GRP: Separation: Traffic #: 951832

ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY